

## ABSTRACT

The claimed invention provides a self-actuating lenticular display assembly that places the lenticular image in intimate contact with the lenticular lens while maintaining the lenticular  
5 image separate from the lenticular lens to form the lenticular display. The lenticular display assembly further comprises a rigid back plate placed behind the lenticular display so that the lenticular image moves in a parallel plane between the lenticular lens and the rigid back plate, a motor that accomplishes movement of the lenticular image in relation to the lenticular lens, alignment mechanisms that allow the lenticular image to be incrementally adjusted in relation to  
10 the lenticular lens, and different means for maintaining intimacy between the lenticular image and the lenticular lens, thus eliminating undesirable “soft spots” that may occur. Alternative embodiments are also presented that relate to, among other features, a flexible, removably attached back plate, a “dwell” feature provided near the mid-point of image excursion, and a mechanism that permits selection of a desired image display sequence.